

FEASIBILITY OF SOCIAL NETWORKING MEDIA IN PROJECT COMMUNICATIONS MANAGEMENT BASED ON TASK-TECHNOLOGY FIT

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I dedicated this thesis to my family, love one and friends for their endless support and encouragement.

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ABSTRACT

Conventional communication mediums, such as email have been supporting project communication. However, studies have shown that project failure's rate is high and project communications failure is the main reason due to the failure to support activities that fall in project communication. This study examines the feasibility of Social Network Media (SNM) in Project Communications Management (PCM). PCM activities and SNM essential features have been identified through literature review. Task and technology categorization have been conducted to categorize PCM activities and SNM essential features into fit profile. Fit profile describes the fitness between these two different entities designed by utilizing the theory of Task-Technology Fit (TTF). Survey has been conducted to test the fit profile against respondent's past experiences and opinions. The feasibility result was positive with no significant difference between theory and real-life environment. User behaviour, project type factor and communication channel complexity were excluded from the examination as these factors should be in another study.

ABSTRAK

Medium komunikasi sedia ada seperti e-mel telah menyokong dalam komunikasi projek. Walau bagaimanapun, kajian menunjukkan bahawa kadar kegagalan projek adalah tinggi, dan sebab utama adalah masalah komunikasi dalam projek. Oleh itu, kajian ini telah meneliti kemungkinan Social Network Media (SNM) dalam Communications Management (PCM). Aktiviti dalam PCM dan ciri-ciri penting SNM telah dikenalpasti melalui kajian literatur. Pengkategorian tugas dan teknologi telah diadakan untuk mengelaskan aktiviti dalam PCM dan ciri-ciri penting SNM ke dalam Profil Fit. Profil Fit untuk menerangkan kecergasan terhadap kedua-dua entiti yang berbeza ini telah direkabentuk berdasarkan teori Task-Technology Fit (TTF). Kaji selidik telah dijalankan untuk menguji preskripsi profil tersebut terhadap pengalaman dan pendapat responden. Hasil daripada ujian yang telah dijalankan, hubungan kemungkinan SNM ke arah PCM adalah positif kerana tiada perbezaan ketara antara teori dan persekitaran kehidupan sebenar. Perilaku pengguna, jenis projek dan kerumitan saluran komunikasi telah dikecualikan daripada skop kerja dan dicadangkan untuk kajian masa depan.